

# CASE STUDY

## PROVING NEWSPAPERS WORK: TARGETING THE AFFLUENT & BOOMERS

### The Challenge

To reposition Bosch from a premium dishwasher company to an entire kitchen solution.

### The Objective

The goal was to reach out to boomers and younger affluent consumers who are looking to build an upscale kitchen, either to have the kitchen of their dreams or with a view to increasing the resale value of their house.

### The Plan

A visual of a beautiful, modern kitchen would be key to draw in the target. Also a financial inducement would give a further incentive to buy. Finally communicating stores where Bosch is sold was important to help the consumer actually go and shop.

Newspapers, both print and online, fit the bill. They reach both the affluent and boomer consumer effectively. And they allow for an inspirational photo combined with key information points. The campaign was supported with radio and social elements as well.

### The Creative

The ads (online top right and print below) boldly state the case for Bosch. The visual and the use of the bold Bosch red draws in the reader. The ads then provide the key retailers on the print ad and a click through to see more online.

### The Results

“This new positioning for Bosch was launched mid-year and to date we are excited by the results. Bosch has indicated that they have seen interest in their appliances rise since the start of the campaign. Newspapers allowed us to reach Bosch’s key demographic segment effectively!”

– Robert Froese, CEO of Bosch’s AOR, Bob’s Your Uncle



**Everything you want in a dishwasher. Now available in a kitchen.**

**Nothing like a Bosch.**

**Instant rebate of up to \$2000\***  
on qualifying Bosch appliances.

\*Offer is not valid in conjunction with any other Bosch offers. Rebate amount will vary depending on the number of qualifying Bosch Appliances purchased. Rebate will be applied as a credit on the invoice. Offer is subject to change without notice. Offer ends October 31, 2014. Offer valid September 1 through October 31, 2014. ©2014 Bosch Power Tools Inc.

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